



For information, contact: (949) 727-3727 ext. 3091

ENROLLMENT EXPRESS Enhances *ATV RiderCourse*SM Sign Up

Irvine, Calif. – To increase training enrollment among purchasers of new all-terrain vehicles (ATVs) the ATV Safety Institute (ASI) established “Enrollment Express.” Enrollment Express is a proactive, centralized enrollment system designed to advance the delivery of training. This computer-assisted dialing system puts ASI’s enrollment representatives in touch personally by phone with hundreds of ATV buyers and other interested persons each day.

When a new ATV is purchased, the dealer provides customer information to ASI, often within 24 hours of purchase. New purchasers are contacted directly by ASI representatives once a faxed copy of their Rider Training Certificate has been received from the selling ATV dealership. This system allows ASI to project where training will be needed and to ensure that scheduled classes are available to enroll new buyers when they are first contacted. It can also determine in advance when and where training opportunities should be provided and establish such classes prior to calling prospective students. This process enables ASI to contact new purchasers immediately for a class and offer training quickly.

The training program also is promoted through many of the distributors’ communications with consumers, including vehicle labels, hangtags and other point-of-purchase materials, owner’s manuals, a safety video and promotional advertisements in print and broadcast media. A toll-free telephone number (800) 887-2887 offers interested parties more information about enrolling in the training program.

-more-

Enrollment Express – 2

The ASI representative who contacts a purchaser or other interested person will work with the customer to schedule a convenient time and location for a training class. Once training has been scheduled, the student receives a confirmation letter with a map and directions to the training site and a confirmation of the date and time for training. The local instructor receives a class roster and calls shortly before the class to confirm each student's commitment to attend and to give further instructions.

Since 1988, this nationwide program has provided hands-on training to over half a million ATV riders, including more than 100,000 first-time purchasers without experience and their family members. ASI has found that repeat purchasers, who account for a substantial percentage of all purchases, are already experienced ATV riders and often do not elect to take the course. The distributors have nonetheless continued to make the course available free-of-charge to both experienced and inexperienced riders who purchase new ATVs.

Hands-on training is offered free-of-charge to all individuals who have purchased new ATVs, including the purchaser's eligible family members. Training also is available for a reasonable fee to all other interested parties who are not eligible for free training, such as purchasers of used ATVs.

Training is conducted through the All-Terrain Vehicle Safety Institute[®] (ASI), a not-for-profit division of the Specialty Vehicle Institute of America[®] (SVIA). ASI was formed in 1988 to implement an expanded national program of all-terrain vehicle (ATV) safety education and awareness. ASI's primary goal is to promote the safe and responsible use of ATVs, thereby reducing accidents and injuries that may result from improper ATV operation by the rider.

The Specialty Vehicle Institute of America (SVIA) is an information source about the all-terrain vehicle (ATV) industry. SVIA provides information on ATV standards as well as promoting model state legislation on ATV riding. It also serves as a liaison with state and federal agencies on ATV training and their influence upon the environment. Membership is open to all corporations regularly engaged in the business of manufacturing, importing or wholesale distribution of ATVs in the United States. SVIA was formed in 1983 as a national not-for-profit trade association and is based in Irvine, California. Its members include AlphaSports, Arctic Cat, Bombardier, Honda, John Deere, Kawasaki, Suzuki and Yamaha.

###